



Utah's First
15-Minute City

Point of the Mountain Development Commission

May, 2021

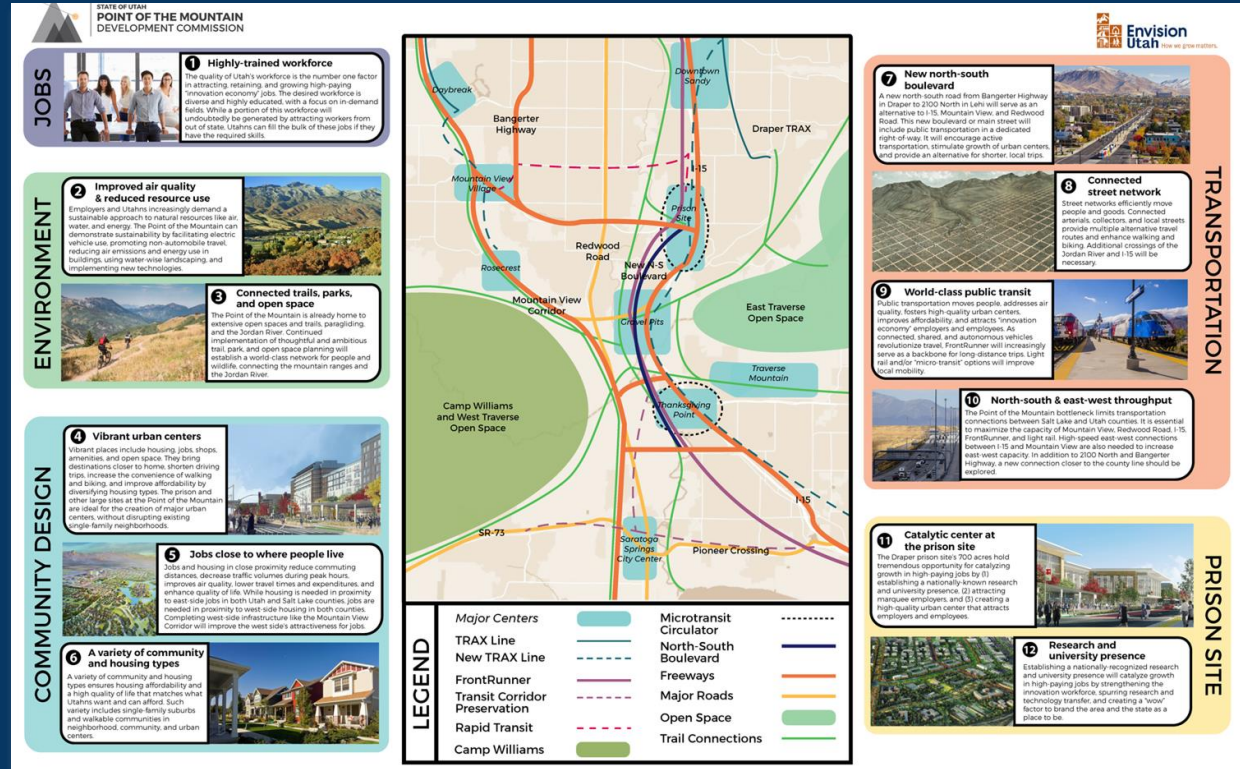
The Point Transportation Planning Overview

SOM

Skidmore, Owings & Merrill

Delivering the Vision

- Innovatively meets and exceeds the twelve project goals set by the Commission.
- Presents a clear strategy to achieve all aspirations and capture full potential for the property.
- Aligns development strategies with community principles.
- Integrates neighborhoods, workplaces and open space design.
- Adds value through authentic placemaking.
- Expands regional and local public benefit.
- Reflects the best of Salt Lake City living.
- Creates an authentic Utah experience.
- Incorporates innovative ideas from early activation to completion.



Six Key Vision Elements



Create an iconic, vibrant, mixed-use community, with a focus on quality of life and healthy living, with a strategic balance of jobs and housing to limit off-site trip generation. Include active, welcoming places for people to gather day and night for recreation, dining, culture and entertainment.



Serve the site with a high-quality, future-focused, multi-modal transportation system, with an emphasis on convenience, safety, access, regional traffic reduction, limited parking, emissions reduction, and active transportation.



Promote enduring statewide economic development through job creation, workforce development, and revenue generation. Create a community that will attract and nurture top talent and outstanding anchor companies, as well as smaller local businesses.



Advance innovation by creating a place that promotes a culture of creativity and ingenuity, attracts outstanding talent and investment, promotes solution-oriented research, fosters the growth of promising early-stage companies, eliminates regulatory barriers, and facilitates interdisciplinary industry and academic partnerships to generate and commercialize new ideas.



Create a model of sustainable development that, relative to traditional development, significantly reduces air emissions (including GHG), water pollution, water and energy use, and takes advantage of on- and off-site renewable energy resources (including an on-site geothermal resource). Explore a net-zero-ready development.



Coordinate closely with others to ensure the development fits well with regional plans and infrastructure, advancing the interests of the broader community and not just the site. Promote regional trail, transportation, and green infrastructure connections through the area and facilitate thoughtful regional growth.

KEY VISION ELEMENT

PRINCIPLE

INITIATIVES



Serve the site with a high-quality, **future-focused, multi-modal** transportation system, with an emphasis on convenience, safety, access, **regional traffic reduction**, **limited parking**, **emissions reduction**, and active transportation.

AUTONOMOUS TECHNOLOGY



1. Accommodate for potential autonomous tech (ex ride-share, auto shuttles, drone delivery etc)
2. Provide parking availability indicators
3. Provide traffic routing/congestion notifications

MULTI-MODAL NETWORKS



1. Implement TOD elements along the BRT route
2. Connect to commuter rail and potentially provide a new FrontRunner station
3. Design all public ways to provide equal status to all modes

REGIONAL TRAFFIC REDUCTION



1. Create the right mix of land uses
2. Provide significant housing to complement job creation

PARKING DEMAND REDUCTION



1. Reduce parking requirements with work-from-home changes and reduced car ownership
2. Set parking maximums
3. Enhance walkability

EMISSION REDUCTION



1. Reward EV use, bicycling, and walking
2. Provide charging stations
3. Mandate all-electric service and transit vehicles

PEDESTRIAN PRIORITY



1. Provide safe and accessible walking paths between land uses and transit
2. Provide first priority to pedestrians in the entire master plan.

Innovation Catalysts

KEY TAKEAWAY

ACTION



How did the project
successfully attract
the **innovation**
industry?

1.

At least one institutional anchor such as a university or research center **catalyze** innovation districts.



Cambridge Crossing
Mission Bay

Integrate an institutional presence into the Framework Plan.

2.

A **unique physical environment** highly differentiated from typical office campuses: walkable, urban, vibrant, varied, and special.



Cambridge Crossing
Related Santa Clara

Create an urban, walkable environment.

3.

Highly amenitized buildings and spaces (outdoors + wellness + food + services) attract innovation talent and companies.



Santa Clara Square

Innovation Catalysts



How did the project
successfully attract
the **innovation**
industry?

KEY TAKEAWAYS

4.

Having an **adaptable urban plan** allows for accommodation & evolution of innovation-related land uses.

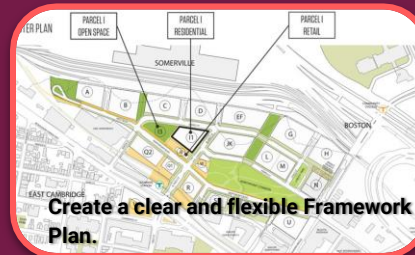
5.

Provide building typologies with **flexible floor plates** that can support the innovation industry such as for incubators, research & development, and collaborative spaces.

6.

Create **public-private-institutional partnerships** for development implementation.

ACTION



Cambridge Crossing



Related Santa Clara



Mission Bay

Input: Stakeholder Comments for Transportation

"Important to see **active transportation options and reduction of daily vehicle trips**"

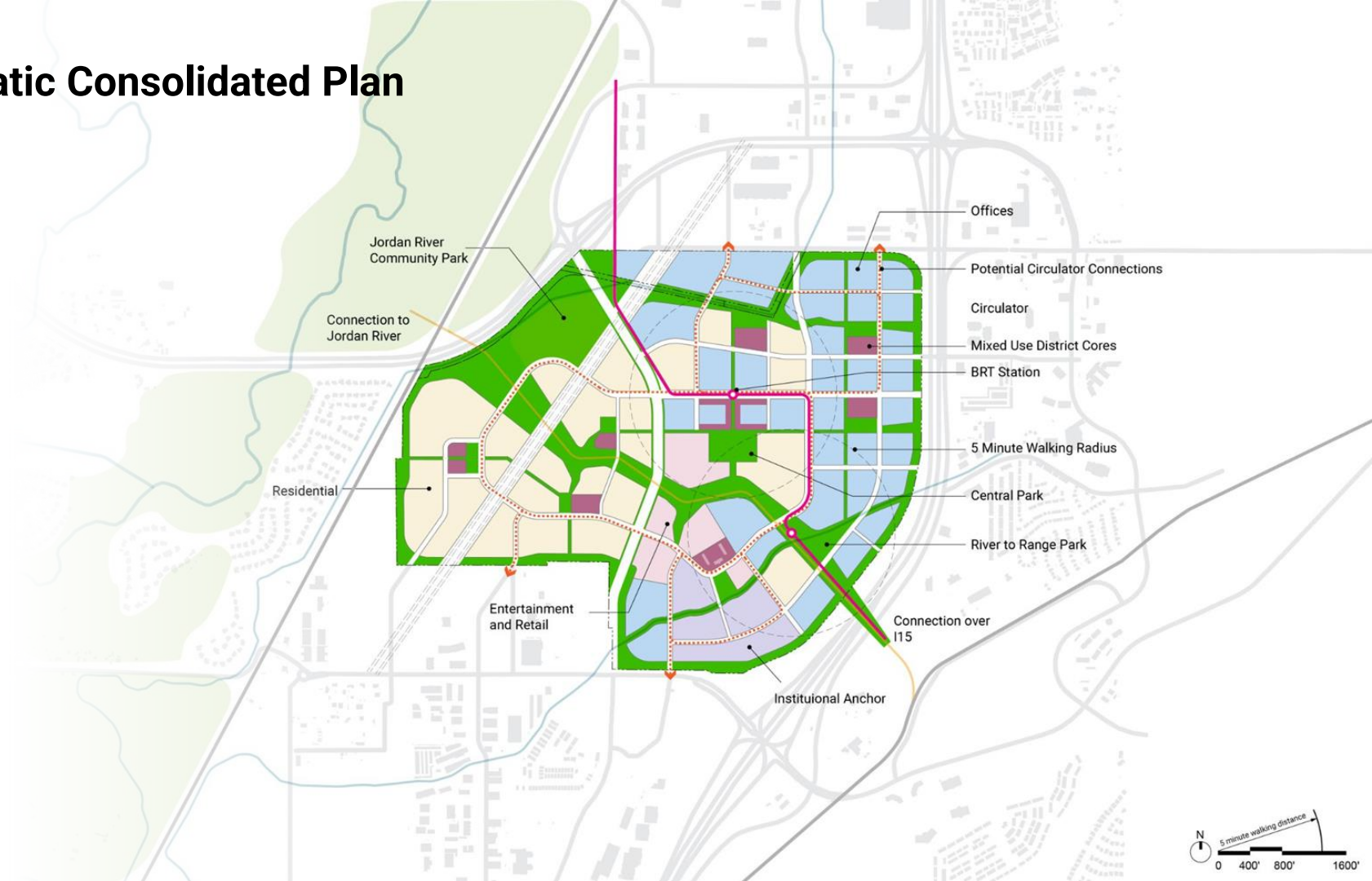
"... see this development with a '**ped/bike first**' approach"

"Enabling people to get to the site by **transit is crucial**"

"**Big attraction to** the idea of a central park that is **auto-free**"

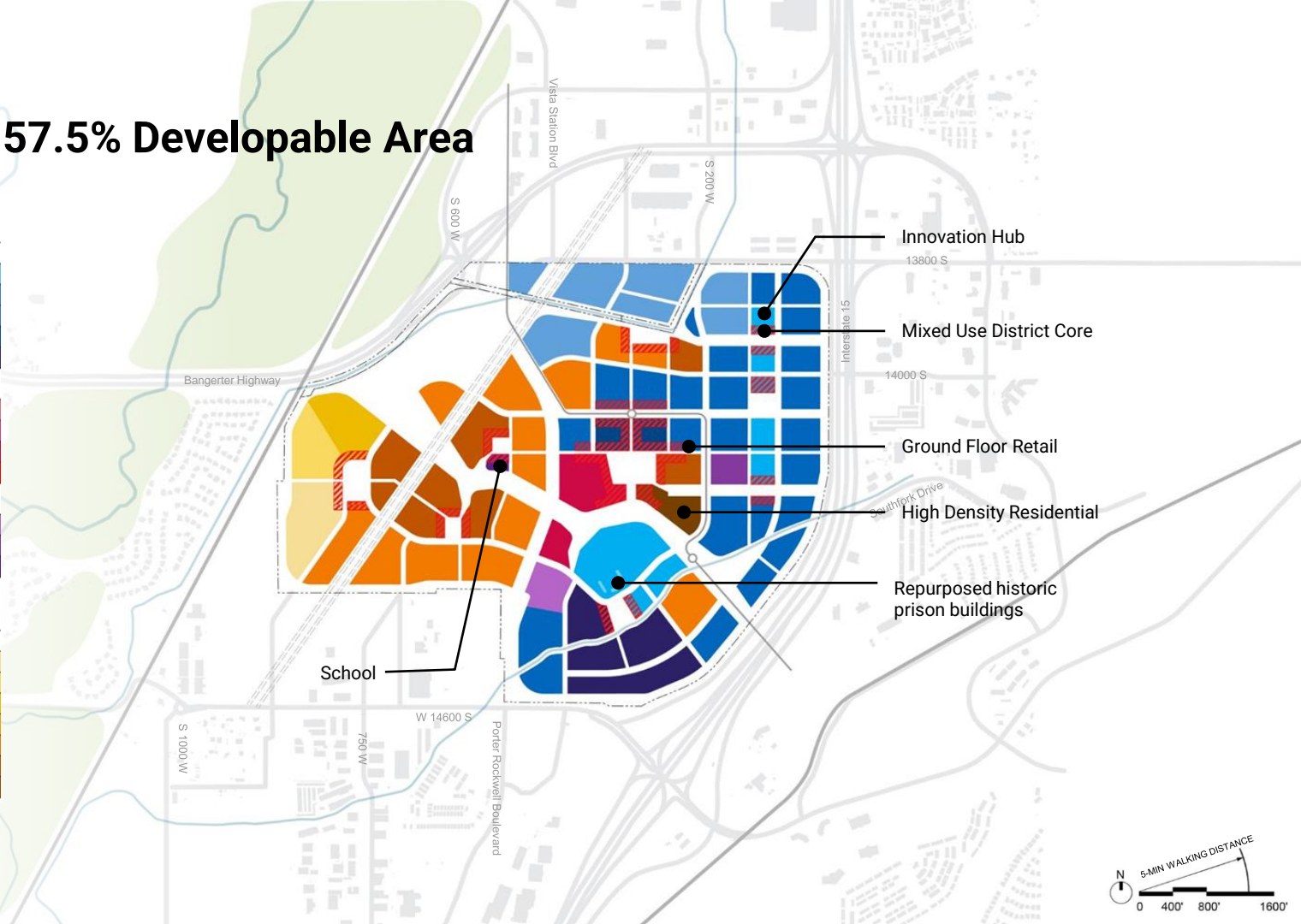
"... very interesting in that all the **car free zones were concentrated** into a consolidated area"

Schematic Consolidated Plan



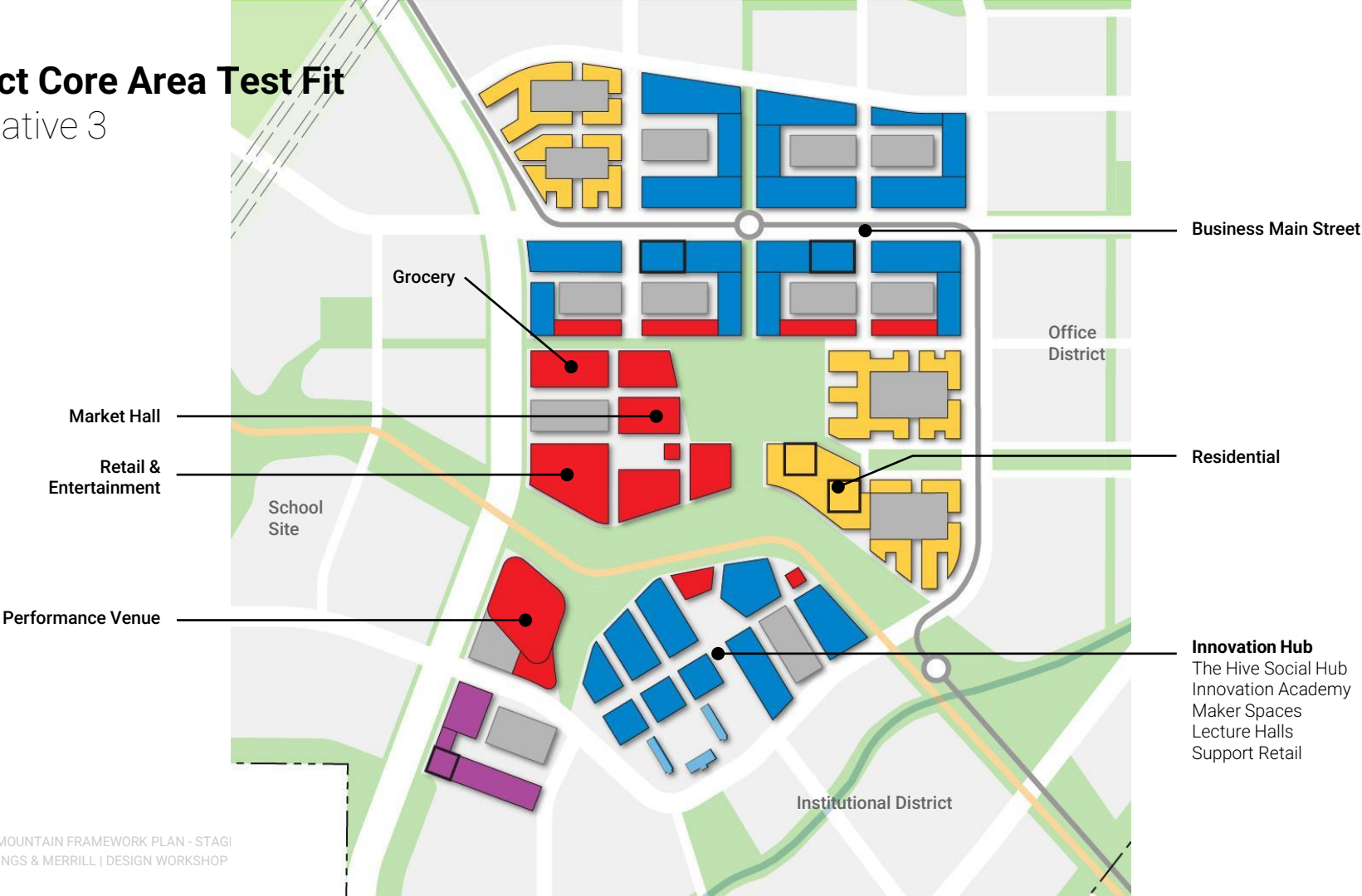
Land Use Plan

Alternative 3 - 57.5% Developable Area



Project Core Area Test Fit

Alternative 3



Mobility Hierarchy



Heavy Rail

Connect The Point
to the region



BRT

Connect to surrounding
communities, destinations,
and other transit



Circulator

Link districts in The Point
and encourage “park once”
behavior



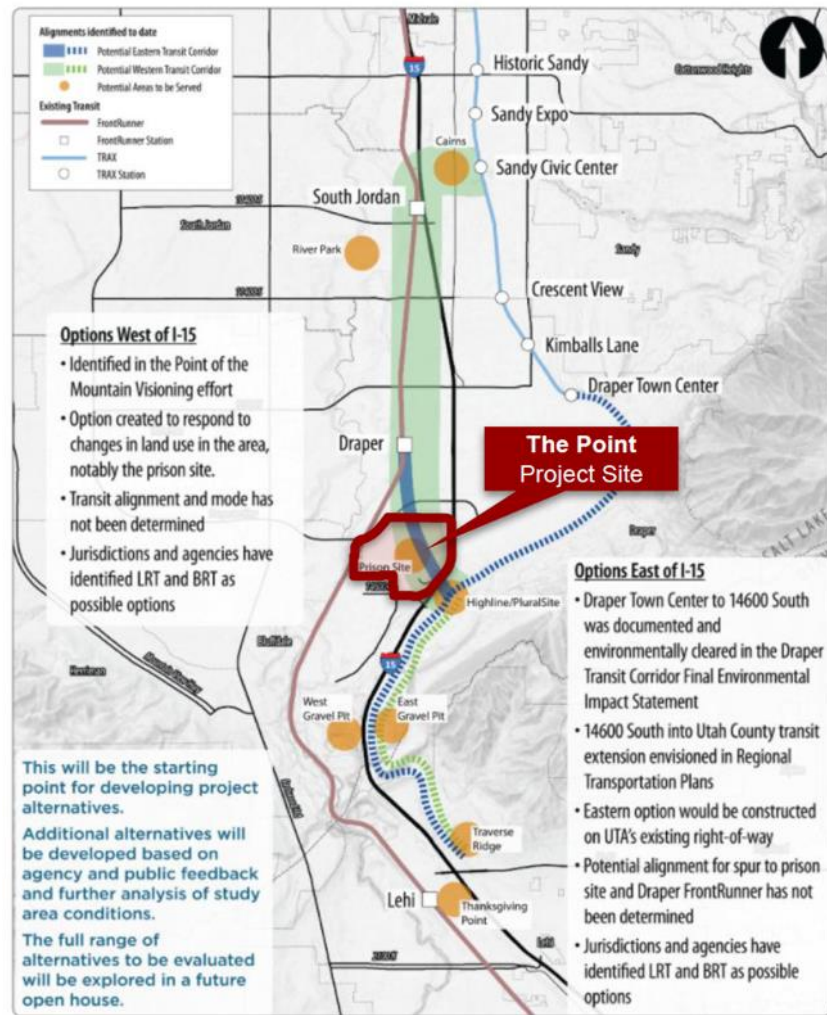
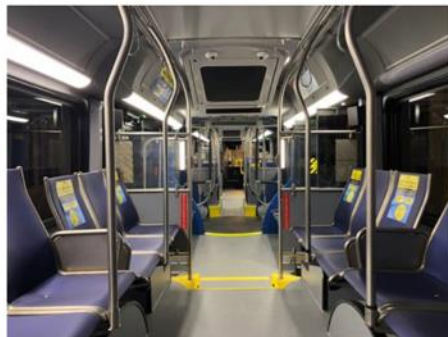
Walking/Biking/ Shared Micromobility

Provide fine-grained
connectivity within the site

Transportation Context _ BRT

Houston SilverLine (BRT)

- Dedicated guideway
- Landscaping amenities
- Bus vehicles interior mimic rail look



Framework Alternatives

Alt 1
60% Developable
1.0 FAR



Alt 2
55% Developable
1.2 FAR

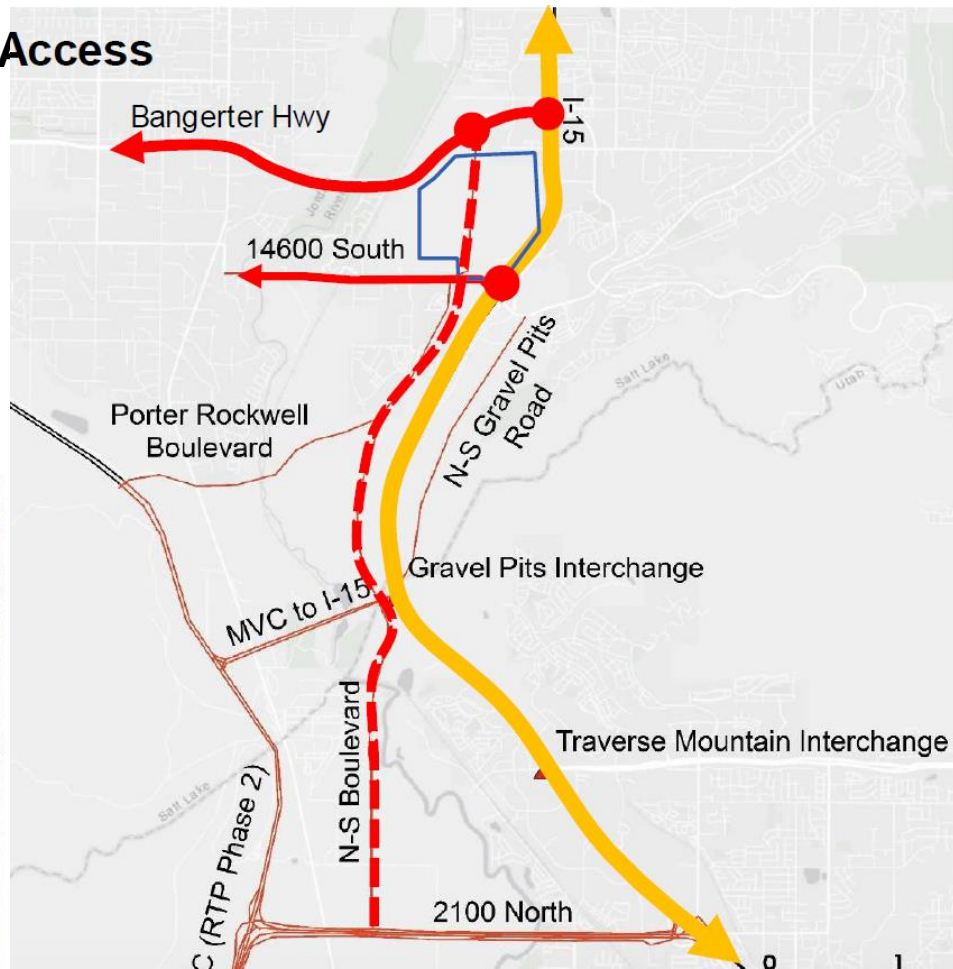


Alt 3
57% Developable
1.1 FAR



Transportation Context _ Regional Access

- Direct Interstate Frontage
- Two proximate interchanges
- Bangerter Hwy Direct Access
- Proposed N/S Boulevard



Parking Strategy #1 – Shared Parking

Key Elements:

- Locate retail, entertainment, hospitality proximate to office
- Calculate shared parking benefits
- Reduce parking requirements accordingly
- Include residential?

Analogue: Valencia Town Center

- *14-40% FAR increase due to shared parking*
- *Accelerated feasibility of structured parking*



Parking Strategy #2 – One Car Community

Key Elements:

- BRT Transit on-site
- Increased local trip capture; live/work/play dynamic
- Increased Uber/Lyft use
- Potential car share program
- Mobility Hubs in every district
- Focus on active mobility
- Potential 'Circulator' linking office and housing to transit/retail

All of the Above:

- Incentivize transit use
- Allow reduced parking provision
- \$\$ Savings to user & developer

BRT



Circulator



On-Demand



Micro-Mobility

Car Share



Live/Work/Shop
Walkable Districts

Mobility
Hubs



Active Mobility

Parking Strategy #4 – Evolve from Surface to Structured

Key Elements:

- Phase One – Interim Surface in Early Phases or Free Standing Decks?
- Phase Two – Free Standing and Podium (?)
- Structured parking allows greater connectivity / walkable community



Surface



Free-Standing



Podium

Pedestrian Priority Zones – Living in an Auto-Free Environment

Key Elements:

- Campus-like districts with vehicular circulation held to the periphery
- Focus on active mobility linking work, home and play
- All blocks have full vehicular access and parking



Ladera Ranch, CA



Cambridge Crossing



Minimum



Moderate

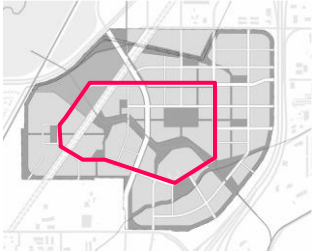


Maximum

Recommended Element 5: **Micro-Mobility or AV Circulator Linking to BRT**

Rationale:

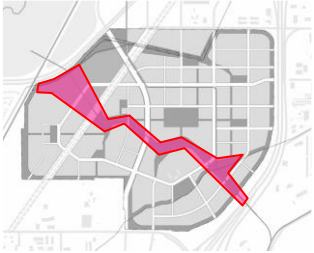
- Promote use of public transit
- Accessibility for all
- Reduce project carbon emissions



Recommended Element 7: **River-to-Range Greenway and Trail**

Rationale:

- Commuter/Transportation
- Recreational Amenity
- Promote healthy living
- Create water management system
- Restore ecological habitat
- Create regional open space amenity



Recommended Element 12: **Pedestrian Linkages to Core**

Rationale:

- Prioritize pedestrian connectivity
- Support and promote walking and micro-transit
- Provide everyday community amenities
- Integrate stormwater management system





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